

Idol Thoughts On Messaging On Hold

On Hold Messaging is more than serenading the minutes away; it's about company branding and promoting products and services that might otherwise remain mysteries to your callers.

By Jennifer Tomaro **CommWeb** Telecommunications Magazine

You have your customer at your beck and call... they're waiting for you... it can either be a time to increase their frustration level by forcing them to listen to John Tesh's latest new age opus or a chance to make inroads in your relationship, share more about your company and your message, and continue to brand yourself as the right company for them.

What do you do? Well it all depends on what your customers hear after the voice prompt that informs them that they are going to spend the next precious moments of their lives on hold.

Is it another torturous tune? Simple dead air? Or is it a mouth watering description of your new Some Like It Hot pizza: a deep dish masterpiece smothered in four types of cheese, 100% ground beef, fresh chilis, fire-roasted peppers, caramelized onions and a medley of seven herbs and spices...?

The fact is that customers waiting on hold is nearly unavoidable. The positive side of this is that you have a solid opportunity to promote products and services and inform the masses of just how much your business has to offer.

Easy on Hold

Easy on Hold says they "take an individualistic approach to Messaging on Hold." They write a unique script per company based on individual business and product/service lines.

According to them, you won't find any instant downloadable cookie-cutter scripts on their site. Instead, Easy on Hold assesses your business and creates an original message that they pair with the voice talent, music and studio production.

And if you don't like it, you don't buy it: Easy on Hold offers a "no obligation to buy" policy; they also say they have a speedy turnaround time of three days or less.

Easy on Hold also houses a Music on Hold Jukebox which offers a variety of licensed on hold music that is constantly updated. In addition, they offer marketing services to their clients, including jingles, radio spots, public relations, and marketing planning. Many foreign languages are available and supported by Easy on Hold.

Easy on Hold's pricing structure also reflects the individuality and ownership model they offer. Instead of charging monthly message usage fees, Easy on Hold's customers purchase and own their message(s) flat out. Single custom message productions include scripting, voice over, licensed music, and editing. Easy on Hold also offers extras, such as Holiday Messages and Voicemail Greeting Announcements.

Here's what the "Idol" panel said after hearing the Easy On Hold audition:

Paula Says: Wow. They really showed a lot of flexibility in this recording -- all kinds of style. Really fabulous.

Randy Says: I loved the bird-chirping affect at the beginning. Set the whole tone. And it even mentioned donuts. How could you not love it?

Simon Says: I hate birds. And correct me if I'm wrong, but wasn't one of the narrators doing a bad Ricardo Montalban impersonation? Still, anything that works in the phrase "tames the serpent" is okay with me.